


Subject: RE: RE: [FWD: Re: Moving Forward Joint CCA/BID ad for Dreams Magazine]<HSherzai@downtownla.com>, Joanne Danganan <JDanganan@ccala.org>
From: "Nhien Lasky" <NLasky@ccala.org>
Date: 08/22/2016 11:00 AM
To: "rick@ladreams.com" <rick@ladreams.com>, "Henna Sherzai" <@>

Hi Rick, we're on the same wavelength. We were just talking about it this morning. So you know, we've divvied up the 14 pages between CCA, the DCBID and the other BIDs. We're developing the ad template and will share that with the other BIDs. Our goal is to have the content to you by your September 15 deadline.

Thank you,
Nhien

 cid:image00

Nhien Lasky

Director of Business Development & Marketing
626 Wilshire Blvd., Suite 200 | Los Angeles, CA 90017
office: (213) 416-7531 | fax: (213) 624-0858
NLasky@ccala.org
ccala.org



From: rick@ladreams.com [mailto:rick@ladreams.com]
Sent: Monday, August 22, 2016 10:42 AM
To: Nhien Lasky; Henna Sherzai; Joanne Danganan
Subject: [FWD: Re: Moving Forward Joint CCA/BID ad for Dreams Magazine]

Good Morning All:

I hope you all had a great weekend! I wanted to follow up with you regarding the materials needed for the next issue. I know our deadline is still three plus weeks away. However, I just want to make sure we get all of the copy and photos for your exclusive section. Please let me know if you have any questions.

Thank you,

Rick

----- Original Message -----

Subject: Re: Moving Forward Joint CCA/BID ad for Dreams Magazine
From: Steve <sftobia@aol.com>
Date: Mon, August 01, 2016 11:42 am
To: Nhien Lasky <NLasky@ccala.org>
Cc: "rick@ladreams.com" <rick@ladreams.com>, "natalie@LAdreams.com" <natalie@LAdreams.com>, "ty@LAdreams.com" <ty@LAdreams.com>, Henna Sherzai <HSherzai@downtownla.com>, Joanne Danganan <JDanganan@ccala.org>

Hi Nihein
Great!

14 page special section on CCA DTLA Bid and other Bids for mid October release
Action
Ty and Natalie will send all of you specs for layout and pre-press specs
Need files by Sept 15
We are suggesting that this special section mirror your 3rd quarter reports for reinforcement of the messages
Obviously the new Innovation initiative would be a major piece and your brand ad which is separate from the 14 pages

Next we discussed releasing at the event Nick is planning in October for Innivation and need the date and place and estimated attendees

Lastly the WTCLA is also now a major participant focused on foreign investment

The mayors office wants to focus on 2024 Olympics


So combined this will be the best official guide filled with data and key stakeholders!

We can plan a group meeting end of this week or week of August 15
Sent from my iPhone

On Jul 29, 2016, at 9:56 AM, Nhien Lasky <NLasky@ccala.org> wrote:

Hi all, just checking back. We appreciate the opportunity and don't want anything to fall between the cracks.

Thank you,
Nhien

 **Nhien Lasky**



Director of Business Development & Marketing

626 Wilshire Blvd., Suite 200 | Los Angeles, CA 90017

office: (213) 416-7531 | fax: (213) 624-0858

NLasky@ccala.org

ccala.org

From: Nhien Lasky
Sent: Tuesday, July 26, 2016 2:24 PM
To: 'SFTOBIA@aol.com'; 'rick@ladreams.com'; 'natalie@LAdreams.com'; 'ty@LAdreams.com'; Henna Sherzai
Cc: Joanne Danganan
Subject: RE: Moving Forward Joint CCA/BID ad for Dreams Magazine

Hi Steve, apologies for the delay. We confirmed with Carol that we'd like to include the other BIDs as part of this advertising opportunity. I've included Henna Sherzai who handles marketing for the BID as well.

Please let us know what the next steps and deadlines are for the content.

Thank you for the opportunity.

Best,
Nhien

<image001.png> **Nhien Lasky**

Director of Business Development & Marketing

626 Wilshire Blvd., Suite 200 | Los Angeles, CA 90017

office: (213) 416-7531 | fax: (213) 624-0858

NLasky@ccala.org

ccala.org

<image002.png> <image003.png>

From: Nhien Lasky

Sent: Wednesday, June 29, 2016 2:31 PM

To: 'SFTOBIA@aol.com'; rick@ladreams.com; natalie@LAdreams.com; ty@LAdreams.com

Subject: RE: Moving Forward Joint CCA/BID ad for Dreams Magazine

Hi Steve,

Thanks for checking in. I wanted to wait until I had word from Carol about the BID component of the advertising piece before I got back to you. In general, she supports the idea of a joint partnership for the 12-page piece and is very appreciative of the opportunity.

Let us know what the next steps are and thanks for the updates on the Treasures ad and billing.

Best regards,
Nhien

<image001.png> **Nhien Lasky**

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office: (213) 416-7531 | fax: (213) 624-0858

NLasky@ccala.org

ccala.org

<image002.png> <image003.png>

From: SFTOBIA@aol.com [<mailto:SFTOBIA@aol.com>]
Sent: Wednesday, June 29, 2016 12:56 PM
To: Nhien Lasky; rick@ladreams.com; natalie@LAdreams.com; ty@LAdreams.com
Subject: Re: Moving Forward Joint CCA/BID ad for Dreams Magazine

Nhein

Didn't hear back from you on the last email.

We are mailing packages on Friday to the Mayor, etc and will arrive on Tuesday.

Please let me know status on your end by Friday.

1. 12-Page Feature (6 additional if Carol wants other BIDS)
2. Listing on Front Cover
3. Email to members on Special Issue and to contact us.

Thanks
Steve

In a message dated 6/27/2016 11:59:18 A.M. Pacific Daylight Time, SFTOBIA@aol.com writes:

hi Nhein

- 1) Great meeting on Thursday and let me know when we will have an official response.
- 2) I dont now if Rick updated you on our new editorial schedule/increased circulation and releases. (please go to www.LAdreams.com) for most recent Media Kit.
- 3) We now produce 6 issues per year with our expanded circulation and full-page ad for sponsors is \$6K per ad (\$36K annual)
- 4) The new ad will begin to run in our Art of Motion Design that will be released in Late June.
- 5) We did place the Tresures ad and get Urban on our DIGITAL magazine and also social media blasts.
- 6) I received the statement for past dues and will Natalie issue the checks.

FUTURE ADS
Please send to Natalie@LAdreams.com

Thanks
Steve

In a message dated 6/24/2016 4:27:57 P.M. Pacific Daylight Time, NLasky@ccala.org writes:

Hello Rick and Steve, great seeing you yesterday and thank you for the marketing/advertising opportunity. We'll talk to Carol and will get back to you.

On a related topic, we don't see the attached ad that was sent to your team for publication per our membership trade agreement. In this month's

escapes issue, there is a Get Urban ad, but it's not the one we sent to Rick earlier in the month. Can you let me know what happened and if you'll be able to run our correct ad in your next issue? Also, we would love to have a copy of the issues going back to March when our ads would have published.

Thank you,
Nhien



<http://www.cca.org>

Nhien Lasky

Director of Business Development & Marketing

626 Wilshire Blvd., Suite 200 | Los Angeles, CA 90017

office: (213) 416-7531 | fax: (213) 624-0858

NLasky@ccala.org


ccala.org



From: Nhien Lasky
Sent: Monday, June 06, 2016 10:41 AM
To: rick@thedreamsmagazine.com
Subject: Joint CCA/BID ad for Dreams Magazine

Hi Rick, please see attached for the joint CCA/BID ad to run in this month's issue of the magazine. By the way, I never received the tearsheets from the previous months. Do you have e-tearsheets you can send? Thanks so much.

Nhien

 <http://www.cca.org>

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